

Student Graphic Designer/Social Media Assistant (Level 3)

POSITION DESCRIPTION

2024

Department Overview

Campus Living at Northern Arizona University houses 7,800 students and staff in 22 campus living communities (CLCs), including traditional, suite and apartment communities. Our departmental mission and four foundational value areas work in concert to provide an intentional, comprehensive and expansive lens guiding all we do and how we do it. Through our values, we ground our approach, priorities, decisions, interactions, services, staffing, resources, processes, policies, reflection and navigation of complex situations.

Campus Living [Mission Statement](#):

"We create a welcoming and vibrant campus living experience where students connect, explore and belong."

Our four [foundational value areas](#):

- Care and Support
- Community and Connectedness
- Equity and Inclusion
- Learning and Development

We value and honor diverse experiences and perspectives, and are [committed to fostering inclusive communities](#) where individuals feel valued, safe, and understood. To promote the success of students, staff and faculty, we strive to learn about individual and shared human experiences, while advocating for the respect and inclusion of all identities.

Position Overview

Academic year: As a student graphic designer and social media coordinator you will work with your supervisor and other students on creating compelling and professional visual communication materials that are used for a variety of recruitment or educational processes within Campus Living. You will take part in conceptualizing, drafting, and finalizing designs; Content curation, drafting, and scheduling social posts on Campus Living social accounts. As part of this role, individuals are expected to learn and explore new skills and creative styles, improve the production quality, and maintain the NAU brand standards.

Summer: Continued employment through the summer is available, with summer hours averaging 20-35 hours per week.

Compensation: The Student Videographer/Photographer role is paid \$15.75/hour and a Full Adobe CC Subscription

Job Functions and Responsibilities

Typical duties include:

- With moderate supervision, complete design projects from beginning to end in Adobe Illustrator, Adobe InDesign, and Adobe Photoshop Developing concepts
 - Gather information about tasks
 - Ask clarifying questions to acquire needed information
 - Develop concepts and multiple proofs using good graphic design practices
 - Provide professional final products
 - Meet deadlines
 - Packaging final product for future edits
 - Gather content in the form of photos and videos
 - Edit Photos and Videos for social posts using Adobe Photo Shop, Adobe Premiere Pro, and Canva
 - Research of current social media strategies and trends
 - Schedule social posts to the Campus Living social accounts according to the Campus Living marketing plan
 - Assist in answering direct messages on Facebook and Instagram
- Learn about Campus Living functions and processes and apply knowledge to projects and assist at reception desk as needed.
- Assist in answering direct messages on Facebook and Instagram
- Complete and participate in special projects in support of the Campus Living mission such as participating in orientation and recruitment events on campus.
- Other duties as assigned.

Qualifications

Availability:

- Must be an NAU student, enrolled at least part-time (6 credits for undergraduate students)
- Available to work a minimum of 6 hours per week, **12 hours preferred**, time blocks of 2 hours or more required. 8am and 5pm Monday-Friday
- Some weekend hours for events will be required

Minimum Requirements:

- Must have 1-2 years of graphic design experience (can be acquired prior to employment at NAU).
- Must be proficient in graphic design, color theory, and able to produce high-quality material
- Competent with Adobe Illustrator, Adobe Indesign, Photoshop and Canva
- Competent with Social Platforms (MetaBusiness Suite, Facebook, Instagram, TikTok)
- Demonstrated knowledge of current social trends
- Experience with and knowledge of different formats and uses of video including compression rates, sizing, and file types
- Willing to actively learn new skills through YouTube tutorials and Udemy
- Comfortable following instructions and asking clarifying questions
- Punctuality, reliability, professionalism and positive attitude
- Comfortable initiating and continuing conversations with general public
- Strong organizational skills and attention to detail
- Ability to perform physical labor with or without reasonable accommodation. Physical labor includes lifting photography & video equipment, marketing materials, etc. – up to 30 lbs.

- Strong communication skills, grammar, and ability to communicate with diverse populations in a positive and informative way

Preferred:

- All above minimum Requirements
- Familiar with Campus Living
- Experience managing a public social media account
- Federal Work-Study (FWS) Eligible students are encouraged to apply

Important Application Information

Supplemental Materials

To be considered for this position, please include the following information in application materials

- Submit an electronic link(s) to demonstrate reel/sample videos and photography of self-created work.
- Answer the following questions:
 - a) Why do you want to be a student graphic designer/social media assistant for Campus Living?
 - b) What makes you passionate about graphic design?
 - c) What is currently your favorite
 - d) What will your unique skill set bring to the Campus Living marketing team?

Applications submitted without the requested information will not be considered

Conditions of Employment

Homework / Studying:

This position entails active working hours; studying and homework during work hours is not available.

Academic Responsibilities

Student Videographer/Photographer are required to:

- Have and maintain a minimum semester and cumulative grade point average of 2.00 . Steps will be taken if semester and/or cumulative GPA fall below 2.00 to assist the student.
- Have completed at minimum 9-12 credit hours (from NAU or another institution) by the end of the semester. Enroll in 12-18 credits (or 9-15 graduate credits). Enrolling in more than 18 credits or fewer than 12 credits require supervisor approval prior to class registration.
- Maintain a minimum 67 percent pace of progress. The total sum of your successfully completed credit hours divided by your total attempted credit hours measures your pace of progress. Transfer hours are counted as both completed and attempted.

Background Checks

N/A

Student Conduct Standing

All Student Videographer/Photographers are required to remain in good standing as it relates to student conduct as outlined in the Student Code of Conduct.

Equal Employment Opportunity

Northern Arizona University is a committed Equal Opportunity/Affirmative Action Institution. Women, minorities, veterans and individuals with disabilities are encouraged to apply. NAU is responsive to the needs of dual career couples. EEO Law Poster NAU is an Employer of National Service. AmeriCorps, Peace Corps, and other National Service alumni are encouraged to apply.